

Message Text

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43

ACTION CU-04

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FM AMEMBASSY LAGOS

TO SECSTATE WASHDC PRIORITY 8964

INFO AMCONSUL IBADAN

AMCONSUL KADUNA

UNCLAS LAGOS 03797

E.O. 11652: N/A

TAGS: OEXC, NI

SUBJECT: BUSINESS LEADERS TOUR II: NOMINATION OF ADETUNJI TO
REPLACE DAISI

REF: (A) LAGOS A-33 (B) LAGOS 1675 (C) LAGOS 3538

1. AS INDICATED REFTEL C, SUBSTITUTING DAISI WITH FIRST ALTERNATE A
ADETUNJI (REFTEL B.) I HE RECEIVED 1971 IMI GRANT,
WE SUBMIT STRONG JUSTIFICATION BELOW.

2. BIODATA CWS:

FULL NAME MR. MURITALA ADEBAYO ADETUNJI

PRESENT POSTITION: PRESIDENT, IBADAN CHAMBER OF COMMERCE, IBADAN

PAST POSITIONS : MARKETING REPRESENTATIVE, NIGERIAN TOBACCO CO.
LTD., IBADAN

DATE & PLACE OF BIRTH: DECEMBER 14, 1934; IBADAN, WESTERN SATATE

PRESENT CITIZENSHIP: NIGERIAN : NONE PREVIOUS

PREVIOUS TRAVEL TO THE US: 1971

PREVIOUS TRAVEL TO OTHER COUNTRIES: BRITAIN, SAUDI-ARABIA

1970: ITALY, HOLLAND, SEWEDEN, LEBANON,

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FRANCE, GERMANY, CANADA AND SEVERAL

WEST AFRICAN COUNTRIES BETWEEN 1971-73.

PREVIOUS USG GRANT: 1971 IMI PROJECT

ESCORT SERVICES : REQUESTED

VISA ELIGIBILITY : NAMECHECK SATISFACTORY, VISA ELIGIBLE

REASONS FOR NOMINATION: FROM P.O. IBADAN: QTE ADEBAYO ADETUNJI IS ONE OF THREE OR FOUR BEST KNOWN BUSINESSMEN, IN TOWN, AND AND HAS PROMISING FUTURE. HE IS YOUNG, IMAGINATIVE, VIGOROUS AVIC-MINDK HE ADMIRES AMERICAN BUSINESS PRACTICES AND METHODS, AND SEEKS TO EMULATE THEM-WITH ADAPTATIONS FOR LOCAL CONDITIONS. FOR EXAMPLE, HE HAS OPENED IBADAN'S FIRST CAFETERIA RESTAURANT, WHICH ON AMERICAN MODEL AND IS SJ). HE IS PRESENTLY EXPANDING INTO CREATION OF SHOPPING CENER IN DOWNTOWN IBADAN, AND IS LOOKING FOR SUITABLE PARTNENPREFERABLY AMERICAN - TO ENTER CONSTRUCTION BUSINESS.

AS PRESIDENT OF IBADAN CHAMBER OF COMMERCE, ADETUNJI HAS BEEN AND CAN BE EXPECTED TO CONTINUE TO BE EXTREMELY HELPFUL TO THE CONS'S COMMERCIAL PROGRAM. HE AWAS GUEST SPEAKER AT - ALPED ARRANGE THE PUBLICITY FOR OPENING OF OUR COMMERCIAL LIBRARY IN MARCH 1974. HE HASS MADE THE CHAMBER A CNDUIT BOTH FOR DISSEMINATING INFORMATION ABOUT OUR PROGRAM, AND FOR COLLECTING INFORMATION ABOUT LOCAL BUSINESS MATTERS. HE IS ONE OF SIC PEOPLE WE RELY MOST UPON FOR ADVICE AND HELP (FOUR OF THE OTHER ARE BANKERS).

WE URGE THAT ADETUNJI'S U.S. SPONSORED ATTENDANCE FOUR YEARS AGO AT IMI NOT DISQUALIFY HIM FOR THE BUSINESS LEADERS'S TOUR. FIRST, BECAUSE WE PROFITED TANGIBLY FROM PERVIOUS INVESTMENT IN HIM, WE CAN HAVE REANVE EXPECTATION THAT HE WILL TRANSLATE OUR FURTHER INVESTMENT INTO TANGIBLE RESUTS. SECOND, HE IS DIFFERENT PERSON, AS HE IS MOVING INTO NEW, BIGGER AND DIFFERDNT BUSINESS ENDEAVOURS THAT HE AD NOT CONETEMPLATED DURING HIS 1971 VISIT. HE THEREBY OFFERS OUR FIRST REPORTUNITY TO BREAK INTO LOCAL MARKET FOR CONSTUCTION MATERIALS AND EQUIPMEN AND IF HE FINDS AN AMERICAN PARTNER FOR HIS PROPOSED CONTSTUCTION FIRM- CAN GIVE US OUR FIRST REALISTIC AMERICAN UNCLASSIFIED

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INTEREST INFOT MAJORITY OF STATE GOVERNMENT CONSTUCTION TENDERS THAT ARE SUBSTANTIAL BUT TOO SMALL TO INTEREST NON-RESIDENT AMERICAN FIRMS.

OBJECTIVES OF US VISIT: AS INDICATED REF. A.

3. WOULD APPRECIATE APPROVAL SOONEST SO GRANTEE CAN BE NOTIFIED.

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